

Teresa Wiemerslage

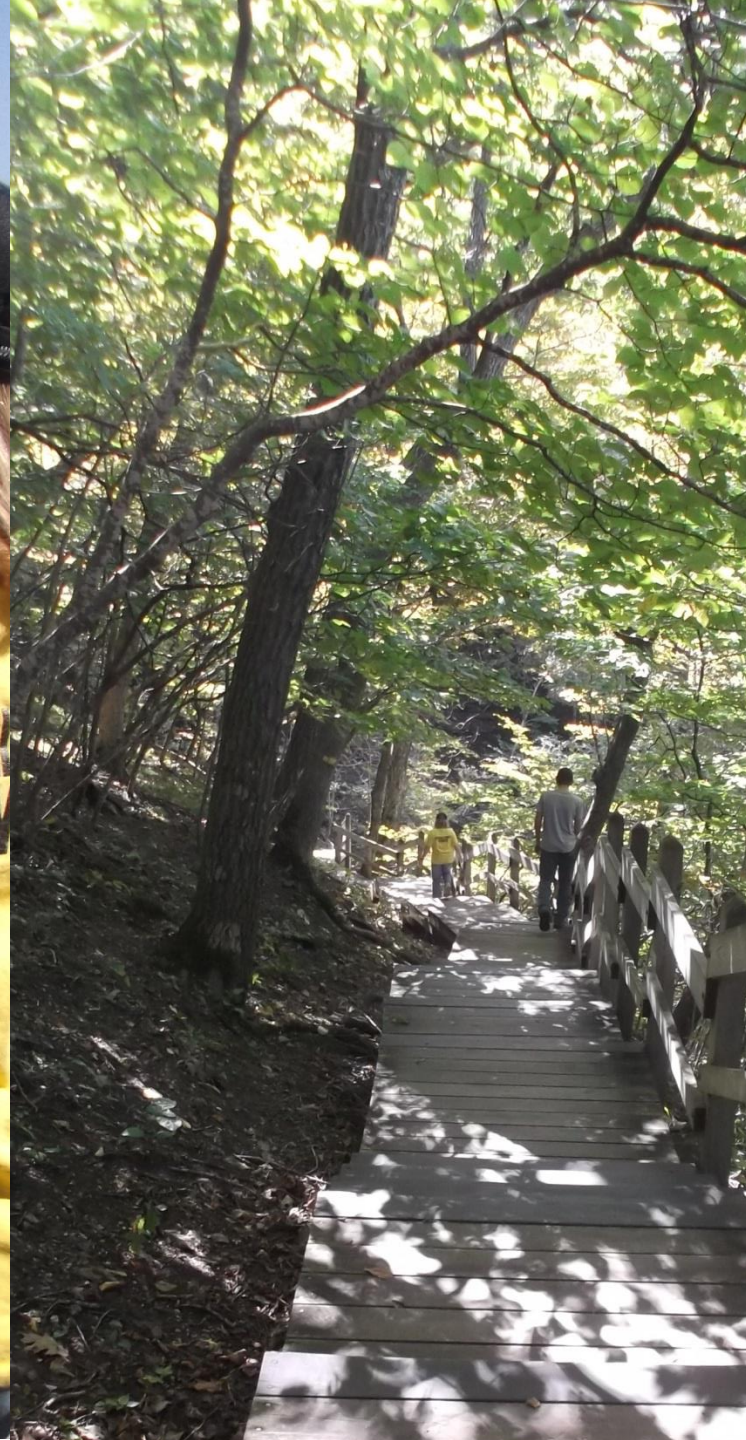
Iowa State University Extension
Regional Program Coordinator

NIFF Coalition Coordinator

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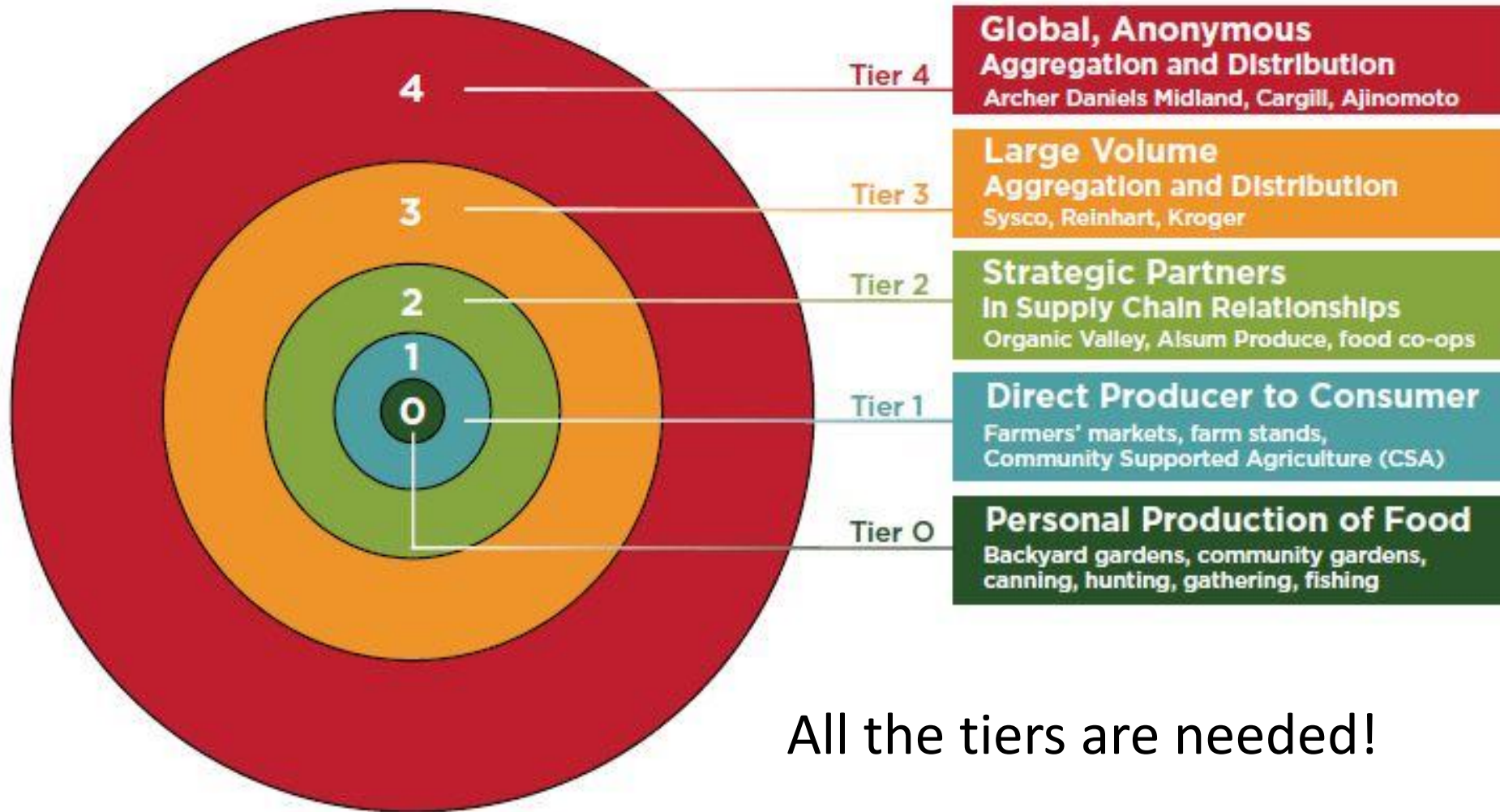


My Favorite Activity

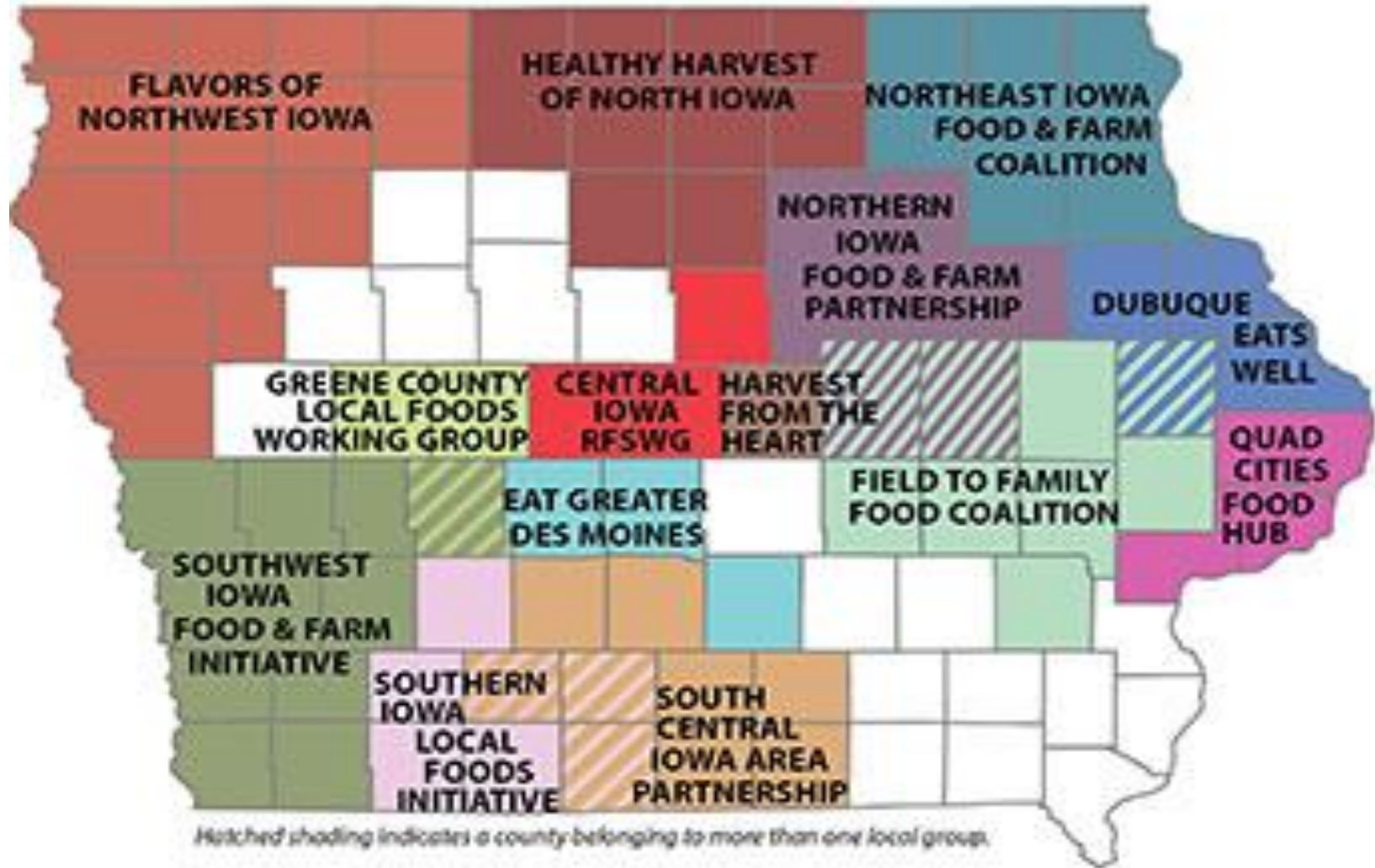


The Food System has Tiers

From Small to Large



Local Food Coordinators



Local Food Coordinator Responsibilities

- Facilitation
- Education
- Data/Evaluation
- Funding
- Marketing
- Business Development

Local food coordinators in the eight surveyed regions who have this responsibility

		1	2	3	4	5	6	7	8
Facilitation	Build coalitions and partnerships								
	Create / update and maintain a newsletter								
	Work with advisory boards and lead meetings								
	RFSWG member/coordinator/steering committee								
	Facilitate the development of (community) gardens								
	Buy Fresh Buy Local chapter coordinator								
	Assist local farmer's market								
	Other local organization member/leader								
	Technical assistance/resource for institutional buyers								
	Facilitate development of a food hub								





























Education

Educational programs for farmers



















Educational programs for consumers

Public information on local food systems for communities
(Conferences, conventions, county fairs...)

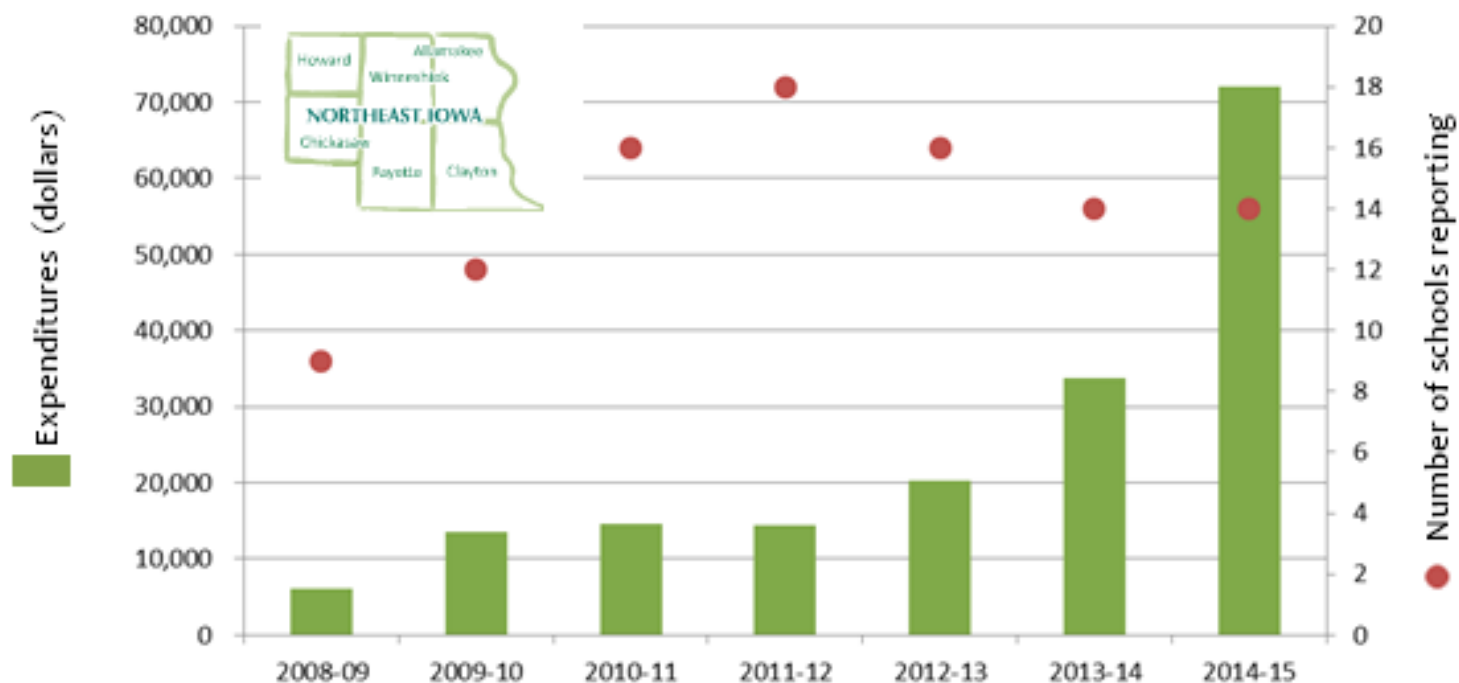
Farm to School program



Data / Evaluation	Local food database								
	Plan and implement appropriate impact evaluations and reports								
	Collect and analyze data and metrics to measure strength of local food systems								

























Locally-Grown Food Purchases by K-12 Schools in Northeast Iowa



Research funding and grants (for position and projects)

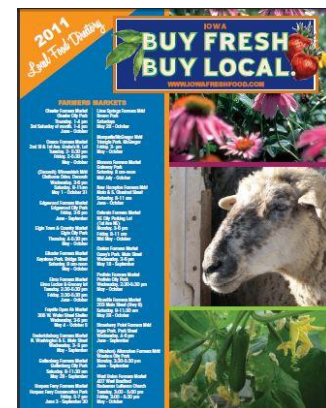


Project Name	Fiscal Agent	Funder	Dates	Amount
Expanding the Market for Local Food in Rural Iowa, USDA Local Food Promotion Program	Upper Explorerland	USDA AMS	9/30/14 - 9/29/16	\$ 88,000.00
Implement Group GAP in Iowa	ANB	Wallace Center	6/10/14-12/31/15	\$ 18,945.00
Farm to School Grant	Upper Explorerland	USDA FNS	12/1/13-11/30/15	\$ 97,600.00
Increasing the Capacity of a Local Food Hub to Service the Public School Market	ANB	Leopold Center	2/1/14-9/30/15	\$ 21,000.00
Pick a Better Snack for Postville & Oelwein	Allamakee Extension	IDPH	10/1/15-9/30/16	\$ 17,580.00
NE Iowa Food and Fitness Initiative - Year 7	Comm. Foundation of GD	WKKF	11/1/15-10/31/16	\$ 43,000.00
Increasing Local Food Consumption by Partnering with Non-Traditional Food Retailers	ANB	Leopold Center	2/1/15-1/31/16	\$ 25,000.00
GAP/GHP Cost-Share Program for Iowa Fruit and Vegetable Producers	ANB	IDALS	12/1/15-11/30/17	\$ 10,500.00
Local Beef to Schools	ANB	Allamakee CCF	4/1/15-12/31/15	\$ 2,200.00
Local Food Coupon Program & Farm to Preschool	ANB	Fayette CCF	4/1/15-12/31/15	\$ 1,200.00

Marketing	Organize public meetings for outreach (farm tours, farm crawl, bike n bite...)								
	Promotional marketing (fliers, branding campaign, logos, videos...)								
	Media use (tv, radio, newspaper, social media)								
	Website								







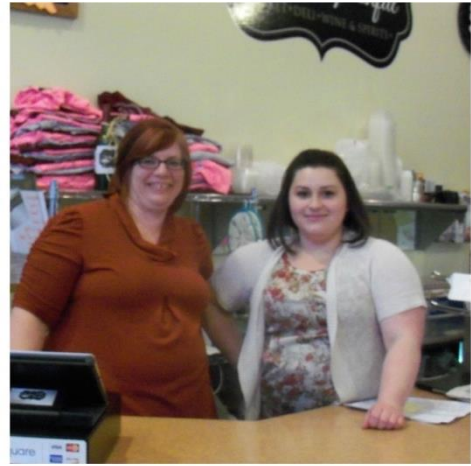
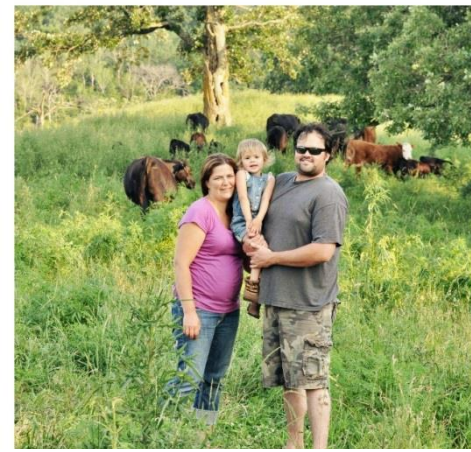
TASTE OF NE IOWA
FARM CRAWL!
 SATURDAY SEPTEMBER 27, 2014



IOWA STATE UNIVERSITY
 Extension and Outreach

NE Iowa Local Food & Farm Crawl
 September 26 and 27, 1-5 pm
 Maps at www.iowafreshfood.com

Business Development	Find opportunities for young farmers									
	Opportunities for "farmer in the middle"									
	Local food business model for region (aggregation and distribution)									
	Develop ag-based economic development strategies. Link them to local foods for schools and vulnerable communities.									



Natural Partners

- Facilitation
- Education
 - Farm to School
 - School & Community Gardens
- Nutrition education for families
- Food access



Questions?

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(563) 794-0599

www.iowafoodandfitness.org

www.iowafreshfood.com

Jeep